

CD-I Interactive.

Television with a
mind of its own - yours.



PHILIPS

TV becomes thought-provoking,
not thoughtless.

Compact Disc Interactive (CD-I) is an exciting new multimedia system for the entire family. It connects to any TV and stereo system to provide education, entertainment and information... and, with the CD-I remote control, you control the action from your armchair.

Based on the familiar Compact Disc, the system combines audio and video with text and graphics and presents information with a flexibility that was previously unknown.

But CD-I is more, much more. It's interactive! Watching TV doesn't have to be passive. With CD-I, you are no longer a spectator; you are a participant.

You control what you see and hear. It's planning an evening meal with a famous chef, rather than ploughing through a tedious cookbook; it's discovering all the sights and sounds of a cosmopolitan city through an exciting CD-I tour, rather than just reading a guide book.

An encyclopedia is often described as a "mine of information."

With CD-I you browse through the contents, exploring vast stores of knowledge... then, quickly zoom in on some interesting-looking topic, explore it in greater detail, then it's back to the original topic to continue your journey of discovery.

Television with a mind of its own - yours.

From disc production to playback, CD-I is the worldwide standard. That means every CD-I player will be compatible with every CD-I disc, regardless of manufacturer.

What's more, load a CD-audio disc into the CD-I player, and you'll also enjoy the same perfect sound of digital audio.

American Interactive Media (AIM), a Philips/Polygram Corporation, is the world's leading developer of CD-I titles.

Working with renowned publishing groups including Rand McNally, Grolier, Time/Life and entertainment companies like Children's Television Workshop, AIM is developing a broad range of education, information and entertainment titles.

Many other publishers in the U.S., Europe and Japan will introduce their own titles to the market. With their help, the launch of CD-I players will be supported by a wide variety of CD-I titles.



Some highlights from the CD-I library: *A Visit to Sesame Street: Numbers*, *Rand McNally's America*, *The Palm Springs Golf Open* (ABC sports), *West Encyclopedia*.



Home entertainment where it belongs: under your thumb.

CD-I does more than teach. It's a state-of-the-art home entertainment center for your entire family that brings a new technology to your fingertips.

Imagine you are watching your favorite CD-I music video on TV. You want to know more about the singer? Call up a short interview, or excerpts from recent news items.

Maybe you'd like to try being the singer? CD-I can phase out the existing vocals, provide sub-titled lyrics and let you make your debut as a recording star.

Want to play a round of CD-I golf? This is no unimaginative, unconvincing computer game: real photographic views from world famous courses which form a dramatic backdrop to the sporting fun. Palm Springs Golf Courses? The choice is up to you. You choose the club, determine the swing dynamics and even put up with a wisecracking caddie.

Interested in paintings? You could scan through video sequences which take you from pre-historic cave paintings to modern art.

Have something more specific in mind? CD-I will present a catalog of your favorite artists' most important works, accompanied by a sound track containing pertinent facts and figures.



Treasures of the Smithsonian: Electronic Album Cover (Louis Armstrong); Children's Musical Theater Surgeon; Chem: Golden Jukebox; Time-Life Photo

Entertainment & Music

If you fancy yourself as a high-roller then Casino Gambling is for you. Make no mistake, this is as close as you can get to the gaming palaces of Reno, Atlantic City or Las Vegas, without actually going there. An expert coach provides useful inside information.

But only you can decide on how much to wager on the roll of the dice. Or the turn of a card. The excitement of poker; the glamour of roulette; the element of chance... it's all there. And you can play solo or in a group.

With CD-I you get more out of music. Lyrics can be called up on your TV screen; they're synchronised with the soundtrack. You'll also find concert footage, plus a wealth of information on your favourite bands.

All under thumb control. Many of these CD-I titles have soundtracks playable on CD audio units.

Information

There are 14 museums and galleries in the Smithsonian Institute. CD-I's Treasures of the Smithsonian lets you explore them all from the comfort of your own armchair. You'll come face to face with all that's best in art, culture, technology and science. More impressive still, you can actually interact with many exhibits. You can, for example, take

The CD-I Experience

control of a jet plane, turn on the speed and break the sound barrier with "Top Gun" Chuck Yeager in his epic 1947 flight. An experience indeed.

Education

You meet a huge multicoloured puppet called Big Bird for counting lessons. You ask two comedians called Bert & Ernie to jump out a telephone to tell some jokes. You visit the Count in his castle to play some counting games. This is CD-I's A Visit to Sesame Street seen through the eyes of a child. All the fun, the educational potential of Sesame Street is contained on a single disc. And with These puppet teachers like these giving lessons, even the youngest CD-I user is sure to listen. And learn.

Of course, education, entertainment and information are available from many other sources. TV, for instance, or books, movies, CDs and home computers. CD-I is different. You can see why from the descriptions above. It combines the three major elements of information-gathering (listening, watching and reading), in one interactive system. And puts it all under your control. In short, television with a mind of its own - yours.



Learning becomes fun.

It's a fact that most children are naturally bright: CD-I gives them the chance to prove it.

Many children would rather watch TV than read a book. CD-I turns that preference into an educational advantage. Exciting sounds, colours and visual effects fire their imagination and encourage them to delve deeply into topics they might otherwise dismiss as boring.

A CD-I lesson is not a long list of facts and figures which must be memorized; rather, it's an action-packed video sequence that gives a quick introduction to the chosen topic. Facts scroll down the screen to support the live action. Games, puzzles and cartoons encourage a creative approach to learning and problem solving.

In the home, CD-I acts as private tutor, except this tutor is always on call. The lessons can be given by a cartoon character, a voice over, or a famous personality... and it doesn't charge by the hour.

Clearly, such a powerful educational tool will also be useful in the classroom. And those students with a CD-I player at home will be able to take their desks to school and learn with their classmates.



Compact Disc Interactive is a new consumer multimedia product invented by N.V. Philips of the Netherlands which allows audio, video and graphic material to be stored simultaneously on the familiar Compact Disc format.



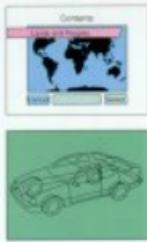
The new CD-I players allow the consumer to interact with the multimedia program by connecting to a standard television and using a remote control. They also play standard CD audio discs.

The CD-I system is capable of handling large amounts of interrelated data in real time. The result is a combination of perfectly synchronized audio, video and text information.

The total disc capacity of CD-I is shared between the various types of interrelated audio or video data. For example, 100% of the available disc capacity is required to reproduce compact disc quality audio.

However, only 6% of the available disc capacity is required to reproduce human speech. High resolution video reproduction is similarly related to greater amounts of disc capacity, versus less disc capacity for computer graphics or text.

A wide range of interactive effects and video images are available, including full motion, full screen video; scrolling and partial updates. In addition, overlay and transparency effects allow for wipes, mosaic, curtains and dissolves.



Philips International Interactive Media Systems, P.O.Box 218, 5600 MD Eindhoven, The Netherlands
AIM, 11111 Santa Monica Boulevard, Suite 700, Los Angeles, California 90025 (213) 473-4136, Telex 18-
Philips Consumer Electronics Company, One Philips Drive, Knoxville, TN 37914-1810, USA, Telephone

MAGNAVOX



PHILIPS